



FOUNDATION AGAINST DEPRESSION

BRIDGING

possibilities

ANNUAL REPORT 2016-2017



A bridge is an age-old symbol of hope and progress. It reassures us that every obstacle can be overcome with direction and determination; reminding us that no matter where we are in life, there's always a healthier horizon to look forward to. It is in its nature to be equal parts firm and flexible – sturdily supporting those on their journey while also swaying to help them brave storms that come their way.

Over the past year, our journey at The Live Love Laugh Foundation has been tremendous. The organisation has supported those with mental illnesses move closer to society around them – especially in the rural and semi-urban areas that are often overlooked. We hope that our efforts act as a bridge for those on their journey of recovery to better things on the other side of their struggle.

MESSAGE FROM OUR FOUNDER

Greetings,

The last 12 months have been a truly fulfilling time for all of us at The Live Love Laugh Foundation (TLLLF). We have undertaken and made considerable progress on several initiatives this year – our objective being to reach out to those feeling isolated in their struggle and supporting them on their path to recovery.

In this effort, we launched **You Are Not Alone**, a flagship school programme that aims at educating high school students and teachers on stress, anxiety and depression. I am happy to report that this programme has reached 34,023 high school students and 6,480 teachers across 5 states in over 276 schools in India, including more than 100 non-English medium schools.

Our second major initiative for the year was **Together Against Depression** – a programme to sensitise doctors and seek their support, particularly general physicians, about depression. We have reached approximately 2,000 doctors through this programme till date.

Our third key initiative was the launch of India's first-ever, nationwide public awareness campaign on depression – **Dobara Poocho**. I am very proud to say that the unveiling of this initiative on World Mental Health Day, at an event in Delhi, was successful with tremendous support pouring in from several stakeholders.

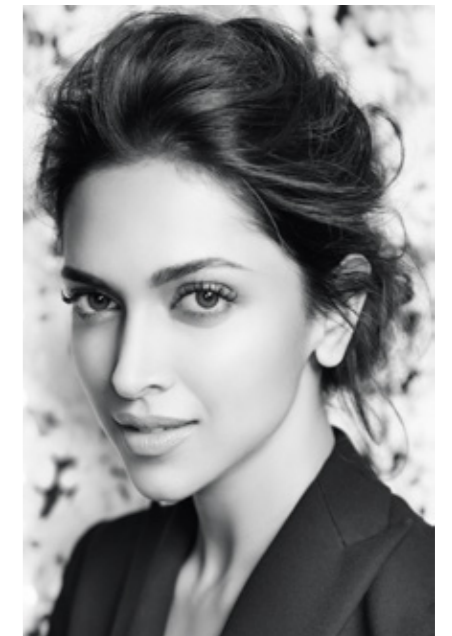
In addition to all of these programmes, there were other milestones including the adoption of the Dobara Poocho campaign by the Karnataka government, with the objective of leveraging the campaign in non-metro areas around the state.

TLLLF also partnered with Facebook to launch a set of suicide prevention tools on social media.

Though the progress we have made is remarkable, the immense mental health burden that still confronts our society is staggering! And the struggle to help those in need is demanding and arduous. We have a lot more to do and the journey is long. But all of us at The Live Love Laugh Foundation are focussed, passionate and committed in our belief that we can continue to make a difference; albeit one person at a time.

Thank you for your faith in us and in our work. We look forward to your continued support in the years to come.

Let's build as many bridges as we can for those in need and live, love and laugh together!



Deepika Padukone, Founder



Anna Chandy
Chairperson, Trustees

MESSAGE FROM OUR CHAIRPERSON

Greetings from The Live Love Laugh Foundation!
As I reflect over the events of the past year, I'm filled with a deep sense of gratitude for the important opportunity that TLLLF has had to awaken conversations that prompt a more nuanced societal dialogue on the issue of Mental Health. We have consistently reached out to those affected by mental illnesses, bringing them closer to the society around them.

The TLLLF team and I feel encouraged that mental health has been spoken about at a diverse range of platforms across the country – IITs, leading corporates, educational institutions, national/regional press, social media, metro cities, and villages. Our Prime Minister too spoke about mental wellness in his Mann Ki Baat. India's lawmakers also passed the Mental Healthcare Bill.

With one in five Indians affected by mental health issues, I feel a sense of urgency that we as a collective need to bear in order to encourage the creation of a more inclusive society. I believe TLLLF's Dobara Poocho campaign has only scratched the surface and requires decades of steadfast commitment and hard work.

The small yet impactful steps that TLLLF has taken would not have been possible without the support of our partners, donors, the medical and mental health community, governmental authorities, the media and most importantly, those affected by mental health challenges. The support we have received has been unstinting and exceptional, and I am deeply grateful to all of them.

The TLLLF team has grown as we have added resources across the board for increased sustainability, reach and impact of our programmes. Personally, one of the most satisfying things for me is the opportunity to work with a young team – people of a very different generation from mine. I believe each member contributes an authentic and diverse frame of reference that has blended together to deliver some very satisfying outcomes.

Over the past several months, I am glad that the ideas and commitment that sparked TLLLF's formation have borne fruit. I look forward to continued work with the team in driving TLLLF's mission forward and bridging the gap to a brighter future.

17
June,
2016

Board meeting

2
August,
2016

Board meeting

August,
2016

Launch of Hindi website

9
October,
2016

First doctors' programme

10
October,
2016

Launch of campaign Dobara Poocho film

December,
2016

Crossed 1,00,000 Facebook page likes

December,
2016

Launch of print campaign

13
February,
2016

Board meeting

March,
2017

Kiran Mazumdar-Shaw joined board of trustees

March,
2017

Closed the year with 10 team members

28
March,
2017

Board meeting

Programme Overview:

YOU ARE NOT ALONE

We at TLLLF believe that schools can be the first line of defence against emotional and mental health disorders in our youth. That's why we aim to give students and teachers the right tools to deal with mental illness – thereby making mental health disorders less of a taboo.

You Are Not Alone is an interactive and informative opportunity for both teachers and students to increase their awareness of mental health, and better understand depression, anxiety and stress. We accomplished this through various activities in schools across the country.

The session for teachers and students entail sensitising teachers and talking to students about the various signs and symptoms of depression and anxiety. Our efforts equip them to better support or seek requisite professional help, and build their competence to support their friends and family.

In order to extend our reach to different cities, we have partnered with credible NGOs in the field of mental health to deliver the programme. TLLLF provides the programme material for the same and is operationalised by our implementing partners.

The programme is delivered free of cost across the country in private and government schools. Completely funded by the foundation, it is presented in English as well as vernacular languages like Hindi, Tamil and Gujarati.

We currently work with The Minds Foundation – Baroda, The Manas Foundation – Delhi, Asha Counselling and Training Services – Coimbatore, Institute for Exceptional Children – Mumbai, and other independent trainers in Bengaluru.

We have impacted regions across the country including Coimbatore, Bengaluru, Delhi, Baroda, Ahmedabad, Mumbai and Dehradun.

Cost break-up for delivery of the programme:

- Rs 100 per student
- Rs 300 per teacher

OPERATIONAL MODEL

- Includes an audio-visual programme and reference booklet
- Curated by subject matter experts and delivered by trained professionals
- Targets adolescents between 7th grade to 12th grade and their teachers
- Covers various topics ranging from:
 - understanding of mental health and illness
 - identifying symptoms of depression, stress and anxiety
 - seeking help from the right resources

The costs mentioned are inclusive of operational expenses – travel, presentation, professional fees and printing.

Learnings

Having reached students and teachers across different segments in the country, stakeholders at every level have been impacted – both in terms of awareness regarding mental health, as well as clarifying the nature of mental illness and its prevalence in society today.

The programme in Gujarat catered to students from remote villages, where our implementing partner learned of high incidences of alcoholism in the families of participating students. They were able to then address the issue through multiple sessions, helping students understand addiction behavior and its effect on health and well-being.

Similarly, the programme in Mumbai was delivered in a few schools that had students from lower socio-economic backgrounds. While stakeholders like the school management and principals were initially hesitant to host these sessions – as they didn't see the need for it – the response received from students and the consequent learnings prompted a majority of them to seek follow-up sessions.

Programmes in Delhi were conducted for students and teachers in Kendriya Vidyalayas across the city. Multiple schools across various boards in Bengaluru also showed willingness to host the programme. Further, our programme in Coimbatore reached out to over 4,000 students in a short span of just four months.

Teachers who participated were very keen to learn methods and techniques to address students who showed symptoms of depression. They also enquired about emotional well-being practices for themselves as educators – integral to a child's development. Their feedback has been reviewed and measures to address the same have been worked into our content strategy for the upcoming year.

The overwhelming response from the participants who identified with the programme has urged us to think of ways in which it can be scaled to reach many others across the country. This will further strengthen the conversation around mental well-being and illustrate the importance of seeking help.

As of March 2017, over **34,023 students** and **6,480 teachers** across the country have participated in these sessions

“ Mere ko kaafi time se bura lag raha hai, rona aata hai, aur jeene ka mann nahi karta. Aur aaj jab aapne yeh sab bataya ki depression kya hota hai aur kaise lagta hai jab depression hota hai, toh main samajh paayi ki mere saath abhi kya ho raha hai.
- A 16 year old

“ Ma'am aapne jaise humein samjhaya in cheezon ke baare mein – ke depression kya hota hai aur kaise theek hota hai, humse baat kar ke, agar sab teachers humein aise padhaye toh humara interest badh jayega. Magar jab woh padhate hai toh woh sirf batate hai aur hum sunte hai.
- A student of class 10

“ I feel understanding these concerns among students is so important because if a child is not doing well emotionally, how can we expect the child to score 90 and above marks during examinations?
- A teacher at one of the schools

“ Ma'am I had also thought about committing suicide because I didn't know what to do about my feelings and myself. But now I feel like if we are talking about it, that means these feelings happen sometimes and there is a way to fix them. I am going to try and think more about the things I value and like about my life like you said, and the things I enjoy. I love to sing. Thank you.
- A student of class 11

Programme Overview:

TOGETHER AGAINST DEPRESSION

Depression can be highly distressing and can impair lives without the right care and treatment – for affected persons as well as those around them.

General physicians have limited resources to extend support for patients suffering from mental ailments. This common problem across the length and breadth of the country results in those suffering from depression and anxiety not always receiving the comprehensive care they need. It is also understood that most patients show physical symptoms of depression and anxiety before any other. It becomes all the more important then, for general physicians to recognise these symptoms as signs of mental illness and not treat them in isolation.

We at TLLLF believe that doctors play an integral role in the early identification of mental health conditions. Our Together

Against Depression training programme aims to provide adequate information to the participating medical practitioners, enabling them to effectively and sensitively support patients with mental health conditions.

This programme has helped us reach approximately 1,700 doctors in the past year alone. Each participant is also presented a resourceful booklet that includes important information to help them extend the right support to their patients. Additionally, we have conducted sessions with medical students to sensitise them on the importance of mental health when treating their future patients.

A newly formalised partnership with Apollo Hospitals (2017-2018) across the country will see the hospital conglomerate open their doors to host multiple sessions for their doctors under the Together Against Depression programme.

PARTICIPANT FEEDBACK

“ All I want to say is, I'm truly inspired. Never has anyone explained depression the way you did. The next day at our centre, I applied it to my patients who displayed these symptoms. The response I have gotten is amazing.

- Dr Manila Sharma, PG-I, Department of Community Medicine, VMHC & Safdarjung Hospital

“ The lectures were very informative and educative, it was a pleasure to be a part of the delegates. Enjoyed the CME a lot. Hope to attend more such in future as well.

- Dr Anshu Sharma
MBBS DHRM PGDMCH
Joint Director (Family welfare),
CGHS DELHI

“ Please accept my sincere thanks for a wonderfully organised CME on such an important topic as mental health, which is mostly neglected by the society and at many times by the patient themselves.

- Prof OP Rajoura
UCMS, Delhi

“ It was a great session. The first thought in depression is the feeling of being alone and to have a session titled You are not Alone was very apt. Organisations like 'THE LIVE LOVE LAUGH FOUNDATION' are the shining sparkles throwing light against depression.

I thank THE LIVE LOVE LAUGH FOUNDATION for the beautiful session and appreciate their effort to help people with depression deal with it.

- Yasir Mehtab
Third-year MBBS Student,
HIMSR, Jamia Hamdard, Delhi

Programme Overview:

COMMUNITY MENTAL HEALTH

About our project partner:

The Association of People with Disability (APD) is a non-governmental organisation working in the field of disability for the last 57 years. APD aims to empower individuals with disability to become active, contributing members of society. At any given time, through its wide-ranging, institutional and district development programme, APD touches the lives of over 30,000 Persons with Disability (PWDs).

APD's grassroots rural and urban community programmes include therapeutic services, mobility aids, integrated education, advocacy, horticulture, mental health and livelihood.

APD's Community Mental Health programme has been functioning since 2004. Starting with 19 slums in Bengaluru, they gradually spread to taluks in Kolar, Davangere, Chikkaballapur and Bijapur. In the last 10 years, the programme has impacted the lives of over 2,000 Persons with Mental Illnesses (PwMIs) through targeted activities including identification, providing access to mental health care, and social and economic rehabilitation. The beneficiaries of this programme have typically been economically disadvantaged, socially marginalised, rural or urban slum dwellers, in the 16 to 45 age group.

The District Mental Health Programme (DMHP) in Karnataka was initiated to make mental health care accessible to individuals in remote areas in the state. The Government's programme 'Mano Chaithanya' required OPDs and Primary Healthcare Centers (PHC) in the state to address and treat mental illnesses. However, there were several gaps in the programme that APD identified:

- Lack of awareness amongst communities regarding mental illnesses and treatment options available. Stigma related to mental illness still persists, making families hesitant to seek help
- Low socio-economic conditions were a deterrent to seeking treatment only available in cities and close towns. In case of Jagalur, Davangere's most remote and backward village, families would have to travel to Shivamogga or Davangere to seek treatment. The travel and stay costs alone for one trip amounted to Rs 5,000 – a cost majority of families in the region cannot afford on a regular basis. Due to financial constraints, patients did not follow-up after initial consultation

APD's Intervention:

The main aim of the project is to strengthen the existing infrastructure and ensure quality treatment is accessible to the community. Through an exhaustive survey, APD identified individuals suffering from mental illnesses leveraging their network of Village Rehabilitation Workers. Individuals and families were then given access to mental health care treatment by directing them to the local Primary Healthcare Centres (PHC) in their taluks, as well as the district level hospitals.

This is a complex process that involves creating social acceptance of their condition and inculcating a willingness to approach health care specialists.

Today, APD connects the local authorities and the community. Through their association with psychiatrists at NIMHANS, they coordinate visits to the PHC 'Tuesday Camps' to treat patients. They also ensure that necessary medicines are well-stocked and free medicines are made accessible to patients. This is additionally supported by Chitta Sanjeevani, an NGO that provides free psychiatric medication to people in rural Karnataka.

In some cases, the team also provides transportation to extremely poor families to reach the camps and lends financial support to procure medication. APD's staff and advocacy team has worked with District Health officials to ensure that medication is available and freely supplied at the District Health centres and the Taluk Camps – as mandated in the PWD Act, 1995. APD has also made efforts to enlist those PWMLs insured under National Rural Health Mission (NRHM) to facilitate free access to medication, health care and monetary benefits – as directed by the scheme.

Identifying a lack of trained resource personnel in these areas, APD also initiated capacity-building programmes. These focused on creating awareness about mental illnesses for ASHA workers, Village Rehabilitation Workers, and General Physicians in the area.

APD workers on-site also continually interact with the families of patients to inform them about the camps scheduled for the month, keep track of their progress, and try to help the family with any concerns they have regarding the process.

Various awareness-building activities have also been initiated by APD workers: they have circulated relevant material, conducted awareness camps, and other efforts to initiate the dialogue on mental health in the community.

Programme Impact Identification and Access to Treatment

The programme has impacted a total of 892 individuals with mental illnesses. The survey conducted by the team has led to an identification of 217 new individuals who required mental health care interventions in the last year. The APD team continually monitors the patients through a software that captures details regarding treatment and tracks the progress and needs of the patient.

QUOTES FROM APD MANAGEMENT

“ TLLLF has opened new doors of opportunity for people with mental health issues living in the remotest part of rural Karnataka to receive treatment and support at their door step. This has made an immense positive effect not only on the person affected but also on the community around them. For this we immensely thank TLLLF and look forward to strengthen our partnership with them.

- Mr K N Gopinath, Executive Director, APD

“ We spent lot of money for treatment and travel. We visited Shivamogga, Manasa and Dharwad hospitals for getting the treatment. We were not able to continue the treatment for long, as we are poor. We suffered economic burden because of the long distance we had to travel for the treatment.

Now, we are getting quality psychiatric service near our village. We are getting free medication in taluks and PHC hospitals, resulting in the decrease of our economic stress and burden.

- A parent's opinion about treatment camp

Programme Overview:

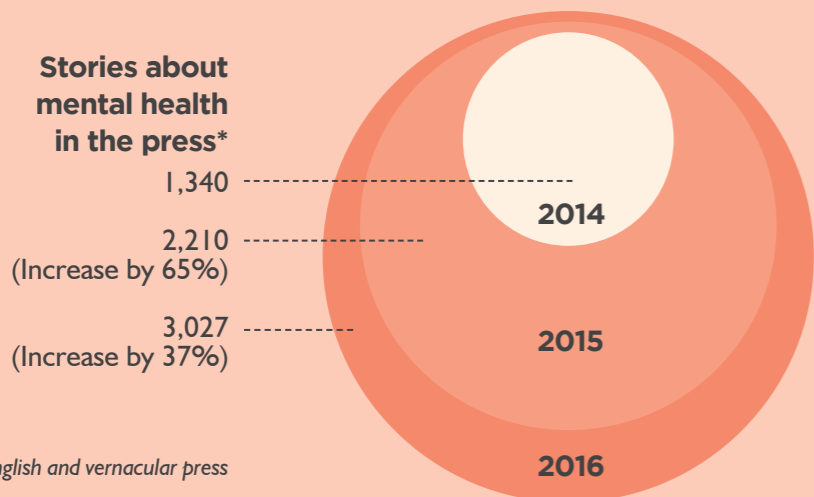
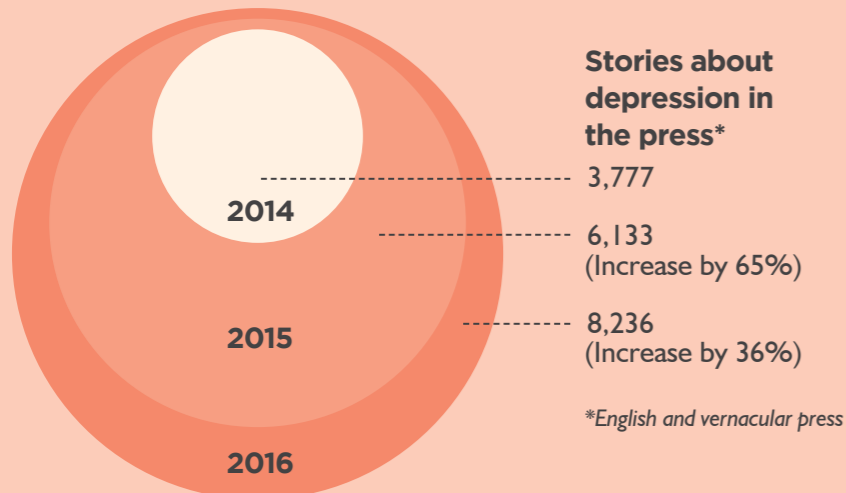
Dobara Poocho

An early objective of The Live Laugh Love Foundation was to take on a leadership role in driving public awareness on the topic of mental health. A key action point for us on this front was to champion a public awareness campaign.

Dobara Poocho, meaning Ask Again, saw the light of the day on 10 October, 2016. The campaign – India’s first nationwide public awareness initiative on mental health – was designed to inspire viewers to reach out to those who could be suffering from mental health disorders. The Dobara Poocho film features simple stories of regular people courageously facing and fighting depression. It is a testament to the strength and courage of the human spirit.

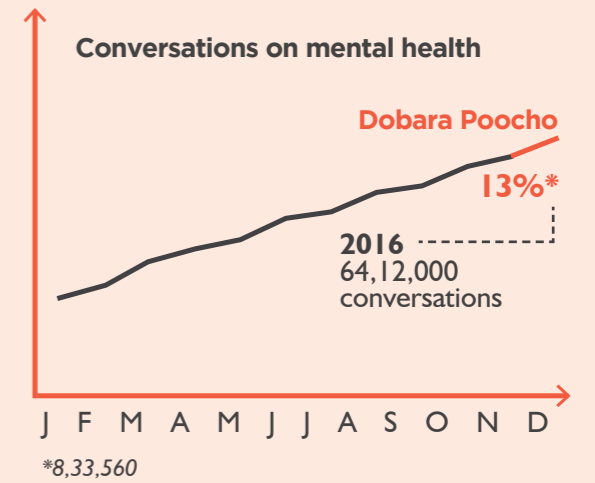
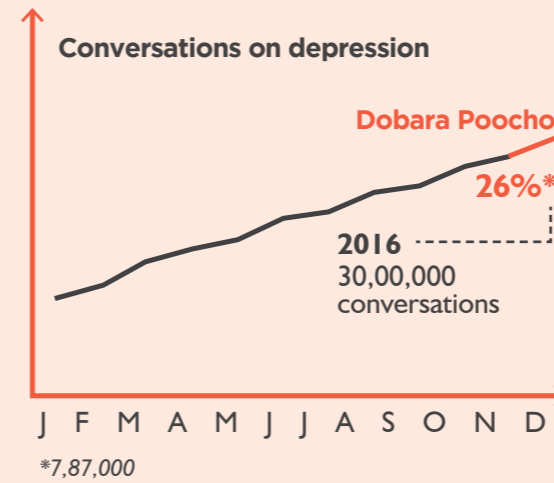
An accompanying print campaign showcased real people who have gone through or are going through depression.

Since its launch, Dobara Poocho has captured public imagination around the country, encouraging those affected to speak out as well as inspiring people to reach out to those who could be suffering from mental illnesses.



TLLLF in 2016:

- **198%** increase in editorial coverage
- **600 stories** in print and online media
- **34,80,000** social media conversations involving TLLLF
- **44%** of these (15,20,000) occurred post Dobara Poocho



The social handles of The Live Love Laugh Foundation saw an epic growth in audience in 2016-2017

Our Twitter followers grew from **5,000** to **23,000**

Our Facebook following grew from **10,000** to **1,05,000** followers, which is a **95%** increase

Our website attracted **> 14 lakh** views with an influx of **75% new visitors** every month

Our Instagram community grew from a few hundred followers in September 2016 to **27,000** at present

The highlight of the year was our viral **Dobara Poocho** video. With over **3 million views**, the AV encouraged people to talk about depression openly and start more conversations about the same

AUDITOR'S REPORT

1. We have examined the Balance Sheet of The Live Love Laugh Foundation, Bangalore as on 31 March, 2017 and the annexed Income and Expenditure account and Receipts and Payments account for the year ended that date. These financial statements are the responsibility of the management. Our responsibility is to express an opinion on these financial statements based on our audit.
2. We have conducted the audit in accordance with auditing standards generally accepted in India. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. Our audit included examining on a test basis, evidence supporting amounts, and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by the management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.
3. We further report that:
 - a) We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of our audit.
 - b) In our opinion proper books as required by law have been kept by the Trust so far as appears from the examination of those books.
 - c) The Balance Sheet, Income and Expenditure account and Receipts and Payment account dealt with by this report are in agreement with the books of accounts.
 - d) In our opinion and to the best of our information and according to the explanations given to us during our audit, the said accounts gives a true and fair view of the state of affairs of the Trust as on 31 March, 2017.

Bangalore
Dated: 9 June, 2017

CHARTERED ACCOUNTANTS

BALANCE SHEET

Capital/Corpus Fund	₹ 1,40,05,111
Advance from Trustees	₹ 1,49,459
Sundry Creditors/Provisions	₹ 21,47,988
Total	₹ 1,63,02,558
Fixed Assets	₹ 3,21,374
Loans and Advances	₹ 5,05,276
Investments	₹ 1,10,00,000
Cash and Bank Balances	₹ 44,75,908
Total	₹ 1,63,02,558

INCOME AND EXPENDITURE

Income	₹ 1,44,35,502
Other Income	₹ 3,76,008
Total	₹ 1,48,11,510
Educational Awareness Programme	₹ 1,10,86,771
Development Expenses	₹ 52,53,336
Administrative Expenses	₹ 76,77,150
Depreciation	₹ 79,137
Excess of Income Over Expenditure	₹ 92,84,884
Total	₹ 1,48,11,510

BOARD OF TRUSTEES



Anna Chandy

Anna has over 18 years of experience in developmental work, counselling, coaching and mentoring. She is the first Certified Transactional Analyst from Asia accredited to the International Transactional Analysis Association, and has specialised in Counselling. She is also certified in Neuro Linguistic Programming and Art Therapy. Anna works with organisations as well as practices in private.



Kiran Mazumdar-Shaw

Kiran is Chairperson and Managing Director at Biocon. She is a pioneering biotech entrepreneur and a recipient of the Padma Bhushan (2005) and the Padma Shri (1989). She is committed to providing affordable access to healthcare with several global recognitions to her credit. Recently, she became the second Indian to sign the 'Giving Pledge' of the Gates Foundation.



Nina Nair

Nina has about 30 years of work experience in teaching, learning and developmental activities, human resources, and organisational development. She has played an eclectic mix of roles — from being a high school teacher, entrepreneur, trainer, to the head of HR. She is currently VP and Head HRD (India and LatAm) at [24]7 Inc.



Dr Shyam Bhat

Shyam is a psychiatrist and physician, with postgraduate training and board certifications in Psychiatry, Internal Medicine, and Psychosomatic Medicine. He has over 20 years of experience and has a special interest in an integration of eastern and western methods of healing.



Anirban Das Blah

Anirban is the Founder and Managing Director of CAA KWAN. Having played a leadership role in the development of India's foremost entertainment companies, he has been listed as one of India's most influential Thought Leaders by Hindustan Times.

LIST OF DONORS

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Stepathlon Lifestyle Pvt Ltd
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ACCOUNT DETAILS

ACCOUNT NAME:
THE LIVE LOVE LAUGH FOUNDATION
BANK NAME: **HDFC BANK**
ACCOUNT NUMBER: **50100193331835**
IFSC CODE: **HDFC0000009**
BANK BRANCH: **KASTURBA ROAD**
PAN NUMBER: **AACTT5919M**



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🐦 TLLLFoundation

📍 The Live Love Laugh Foundation

▶ www.youtube.com/watch?v=7Ko6MaXjq6U

📷 @tlllfoundation